

Graphic Design II

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| Career Cluster | Arts, A/V Technology, Communications |
| Course Code | 11154 |
| Prerequisite(s) | Recommended: Introduction To Arts/AV Technology & Communications 11000, Graphic Design I 10202 |
| Credit | .5/unit |
| Program of Study and Sequence | Introduction to Art/AV Technology & Communications – Level I Pathway Course – Level II Pathway Course – Graphic Design II – Level IV Pathway Course |
| Student Organization | SkillsUSA |
| Coordinating Work-Based Learning | Guest Speakers, Field Trips, Informational Interviews, Tours, |
| Industry Certifications | Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html) |
| Teacher Certification | Arts AV Technology & Communications Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communications Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology |
| Resources | Suggested Software: Photoshop, Illustrator, In-Design, Pixlar, etc. |

Course Description:

Graphic Design II explores legal and ethical issues, career opportunities, graphic design methods, design elements, design principles, page layout, typography, color theory, creating media, and forms of published media.

Program of Study Application:

Graphic Design II is a Level III pathway course in the Arts, A/V Technology and Communications career cluster appropriate for three pathways: Printing Tech/Journalism & Broadcasting, Telecommunications/A-V Technology and Film, and Visual Arts. Completion of Graphic Design II will prepare a student for a Level IV course or capstone experience.

Course Standards**GD 2-1 Develop an Awareness of Career Opportunities and Professionalism in Graphic Design**

| <i>Webb Level</i> | <i>Sub-indicator</i> | <i>Integrated Content</i> |
|--------------------------------|--|---------------------------|
| Two Skill/Concept | GD2 1.1 Identify personal interests and abilities related to graphic design careers. Examples: <ul style="list-style-type: none"> • identify personal creative talents • identify technical/graphic design talents | Portfolio, SD MyLife |
| Two Skill/Concept | GD2 1.2 Investigate career opportunities, trends, and requirements related to graphic design careers Examples: <ul style="list-style-type: none"> • Research job opportunities • Investigate trends associated with graphic design • Discuss related career pathways | |
| Three Strategic Thinking | GD2 1.3 Demonstrate job skills for graphic design Industries. <ul style="list-style-type: none"> • Attendance and punctuality • Positive attitude • Positive work ethic • Use of proper Social Skills • Display ability to work as part of a team and take direction from others | |
| Three Strategic Thinking | GD2 1.4 Explore legal and ethical issues related to graphic design Examples: <ul style="list-style-type: none"> • Complete a web quest on legal issues related to digital animation • Research instruction and forms for registration of an graphic design product with Copyright Office • Obtain formal permission for use of an art form, design, or photograph in an graphic design Publication | |

Notes

GD 2-2 Apply design fundamentals

| <i>Webb Level</i> | <i>Sub-indicator</i> | <i>Integrated Content</i> |
|------------------------------|--|---------------------------|
| Four Extended Thinking | GD2 2.1 Execute color theory Examples: <ul style="list-style-type: none">• Translate the colors on a color wheel• Construct Artwork – Using Pastels in analogous colors• Define the terms used in color theory | |
| Four Extended Thinking | GD2 2.2 Implement the principles of design Examples: <ul style="list-style-type: none">• Draw a still using graphite pencils illustrating organic shapes• Identify the negative space in various works of art• Select textures for a study in fashion or interior design• Paint a watercolor that illustrates movement• Draw linear perspective illustrations to depict proportion• Construct a Power-Point that Illustrates or describes the principles | |

Notes

GD 2-3 Apply techniques used in creating print media

| <i>Webb Level</i> | <i>Sub-indicator</i> | <i>Integrated Content</i> |
|--------------------------------|---|---------------------------|
| Three Strategic Thinking | GD2 3.1 Evaluate various printing methods Examples: <ul style="list-style-type: none">• Write a paper on selected printing processes• Print color separations for a poster• Create Sublimation transfer for products | |
| Three Strategic Thinking | GD2 3.2 Demonstrate typography techniques Examples: <ul style="list-style-type: none">• Identify various fonts to fit design types• List rules for type in design layout• Create a design just using type | |
| Four Extended Thinking | GD2 3.3 Apply page layout techniques Examples: <ul style="list-style-type: none">• Identify design based on client requirements• Create a thumbnail sketch for advertising layout• Design a PSA Poster for local | |

Notes:

GD 2-4 Design Graphic Media Project

| <i>Webb Level</i> | <i>Sub-indicator</i> | <i>Integrated Content</i> |
|--------------------------------|---|---------------------------|
| Three Strategic Thinking | GD2 4.1 Utilize design process Examples: <ul style="list-style-type: none"> • Classify target audiences for various businesses • Construct questions for a client interview • Sketch design illustrating customer requirements | |
| Three Strategic Thinking | GD2 4.2 Implement use of tools used to create graphic media Example <ul style="list-style-type: none"> • Tour a newspaper shop to see negatives being printed • Create a brochure using publishing software • Etch a rubber plate to use in ink transfer design | |

Notes:

GD 2-5 Create graphic Media Product

| <i>Webb Level</i> | <i>Sub-indicator</i> | <i>Integrated Content</i> |
|--------------------------|--|---------------------------|
| Three Strategic Thinking | GD2 5.1 Evaluate types of materials for various graphic design products Examples: <ul style="list-style-type: none">• Calculate size of printed materials to print billboard• Research online photo lab and identify finishes and materials in which photos can be printed• Identify and describe the differences among watercolor, oil and acrylic | |
| Three Strategic Thinking | GD2 5.2 Publish printed or digital media Example <ul style="list-style-type: none">• Devise a chart of types of printers used for various jobs• Tour a newspaper to view plates used for negatives• Paint on canvas or print vinyl sign | |

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